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Phone No. 364

Western North Carolina Fair and What It Means to This Entire Section

The interesting and changing history of Western North Carolina contains no chapter on material development equal to that which is now being written.

As a result of this marvelous development the eyes of the world are centered upon this highly-favored section.

New industries are springing up from time to time and as the possibilities of this section are becoming better known, enterprises, both new and old, are meeting with unprecedented success by reason of the application of more modern and practical methods.

The remarkable progress of Western North Carolina cannot be attributed to any particular agency. Various factors have appreciably contributed to the advancement of this section and while new methods are being employed from time to time to more adequately exploit the unexcelled advantages of this richly endowed territory, no agency can possibly have more effective and lasting results than that of practical demonstration, which is, and can be done most profitably and effectively through the medium of the various county fairs and the Western North Carolina Fair, which presents the very best, the cream so to speak, of the other fairs and what the entire section has to offer in all lines of human endeavor.

Advantages of County Fairs.
The importance of county fairs and of a central fair representative of all of Western North Carolina is being forcibly impressed upon the people of this section, as a result of which county fair associations are being organized from time to time. There is considerable agitation now in various counties of Western North Carolina looking to the organization of fair associations as the residents have come to realize that a properly conducted fair does more than any other one agency in advertising the adaptability of this section for many and varied lines of industry.

While county fairs are indispensable in the greatest possible development of the counties in which they are held, and their importance is being realized more from day to day, the increased advantages of the Western North Carolina Fair, in which the whole western end of the State is vitally interested, are inestimable. It means to Western North Carolina what the State Fair means to this commonwealth. It brings before the gaze of thousands of people, both residents and visitors, the very best that this section can produce in the way of agriculture, horticulture, stock and poultry raising, domestic science, fine arts and handicraft, mining, lumbering, etc. It is at the fair that the most skilled and successful in their respective vocations meet with those who are less successful and exchange ideas which tend to better facilities, greater progress and finer exhibits in years to come. Socially, the people are benefitted. They meet in friendly competition and association and are brought in closer touch with each other.

Purposes of Fairs.
Development is the prime object of any fair association. All phases of development are emphasized at a representative fair. Various new features are introduced from year to year as the requirements demand. The field of usefulness is ever increasing and in order to meet the many requirements the management of the Western North Carolina Fair Association is directing its attention to those phases of development which vitally concern the twenty-two counties served by the Fair.

Co-operative Success.
The policy of the Western North Carolina Fair Association is to serve in the advancement of all phases of conservation, education and progress throughout Western North Carolina and with this object in view and realizing the vast opportunities of the fair associations of this section, the management has pledged its most hearty co-operation, knowing that such policy means mutual success and that only through co-operation can the greatest possible results be obtained for all concerned.

With those counties not having a fair association, the Western North Carolina Fair will co-operate in creating an auxiliary, for which ample space at the fair will be provided for each county or community.

More Support Solicited.
It is a recognized fact that any movement calculated to incite friendly rivalry in the application of more practical methods or in demonstrating modern science is an educational agency which should receive encouragement and support. This is the real function and purpose of a properly conducted fair. It is constructive and its influence is toward feasible conservation and profitable development. With this in view the Western North Carolina Fair Association solicits from all public spirited citizens co-operative support. It needs on its directorate influential men to represent every community and work in conjunction with their county fairs, or if their county has not organized a fair association, to create an auxiliary to the Western North Carolina Fair. The association exists by, for, and of the people. They maintain it; they patronize it, and they get the premiums—the gifts of the association.

Great Things in Store.
The Western North Carolina Fair

has accomplished great good and the future holds in store for it still greater things. The territory which it serves has been extended so as to embrace the whole of Western North Carolina, or the twenty-two counties in the most favored section of this State.

Fair Issuing Stock.
Keenly aware of the great work to be done the association continues to sell shares of stock at a par value of \$10. It hopes to interest people all over Western North Carolina so as to have them and their respective sections more closely identified with the purposes and good results of its valuable work.

The County Fairs.
The various county fairs in this section have done commendable work and indications point to much greater accomplishments than in the past. Haywood county is planning for its ninth annual fair and the management promises to give the biggest and best ever, at Waynesville on September 30 and October 1, 2 and 3.

The management of the Jackson County Fair Association is lining up things for another successful exhibition of the county's excellent products at Sylva, September 23-26, inclusive.

McDowell county realizes the importance of a county fair and will hold its annual exhibition at Marion, October 14-18, inclusive.

Avery county, although in its infancy, having been created by the General Assembly of 1914, is preparing to hold its second annual fair at Elk Park, October 1, 2, 3 and 4.

The Greater Hendersonville Club has given considerable thought to the question of organizing a county fair association, and while circumstances well known to the Club has caused the postponement of an organization of this character, it would not be amiss to predict that within the next year or two a county fair association will be a realization.

The progressive community contiguous to Dana has organized the Blue Ridge Township Fair and extensive preparations are being made to hold the second annual exhibition on November 5, 6 and 7. The first effort at a fair by the progressive citizens of the Dana section last year met with such remarkable success that they decided to cover more territory this year and make the fair representative of the whole of Henderson county.

Indications point to the organization of a Macon County Fair Association this year but in case the movement does not materialize, the citizens of Cartoogechaye have expressed their determination to organize a community fair.

Other western counties are agitating the question of holding county fairs, among them being Cherokee, Transylvania, Caldwell and Cleveland. A fair was held in Rutherford county last year but at this writing it could not be learned what would develop there this year.

A County's Backbone.
The agricultural pursuits principally constitute the backbone of every county in Western North Carolina. They are the real source of true wealth. Keeping this uppermost in mind a number of the more progressive citizens of different sections have brought to bear influences which resulted in the regular employment of demonstration agents. This line of work and that of the county fair are closely identified and county demonstrators and county fairs can work most advantageously together.

Farm Development Retarded.
The exploitation of agricultural development has been retarded until recent years by reason of conditions which resulted in the employment of quite primitive methods. Improved methods have been adopted during recent years and it was the tendency toward more modern facilities and the desire to promote rapid advancement and prosperity that inspired the organization of the Western North Carolina Fair Association two years ago.

Attractions of W. N. C. Fair.
The third annual exhibition of the Western North Carolina Fair Association promises to eclipse all others of this section in the number, quality and variety of exhibits; in the attractiveness of its premiums, and in the addition of new, pleasing and instructive features and attractions.

Among the most interesting new features are the Better Babies contest, in which physical and mental development instead of beauty will count; a free college scholarship contest, in which eight or more ambitious boys and girls will be given scholarships of their choice in a number of the leading educational institutions of the State; and the Boys and Girls department, in which it is hoped to identify many of the younger set with the Fair work.

Free Scholarships Given.
All phases of education and conservation which can be successfully demonstrated at the Western North Carolina Fair this year will receive the most careful attention. The premium list for the Education department and the Boys and Girls department is particularly liberal and attractive.

In keeping with the policy of promoting educational advancement, eight or more scholarships will be offered in a contest to be conducted during the month of August. The following regulations will govern the contest:

The boy or girl scoring the highest number of points as outlined below will be given first choice of the scholarships listed; the one scoring the

second highest number of points will be given second choice and the distribution of scholarships will be made in this order until the allotment is exhausted. The following schools and colleges have listed one or more scholarships with the Fair association and from these the successful contestants will make their choice:

Asheville School for Girls, Christ School, Arden, Cullowhee Normal and Industrial School, Davidson College, Elon College, Mars Hill College, Asheville Normal & Collegiate Institute, Saint Genevieve's College, State School of Agriculture & Mechanical Arts, State Normal & Industrial College, State University, Trinity College, Weaver College, Asheville Business College and the Emanuel Business College.

Points will be scored on the following basis:

(See explanation below.)
No. 1 No. 2 No. 3
Asheville, Biltmore, West Asheville, Weaverville... 2 1 1
Other Communities in Buncombe County... 3 1 1
Haywood and Henderson Counties... 4 2 2
McDowell, Jackson, Madison, Transylvania Cos... 10 5 5
All other Counties in Western North Carolina... 15 7 7

The boy or girl making or securing an entry in the Educational or Boys and Girls Departments for which a premium is awarded will score the number of points represented in column No. 1 opposite the line indicating the community in which they live. Column No. 2 covers exhibits for which a premium is awarded in any other department and which were made or secured by the contestant. Column No. 3 covers sale of season tickets for \$1,000 each, the same being good for five admissions to the fair.

For example, the boy or girl living in Asheville making or securing an entry in the Educational or Boys and Girls departments for which a premium is awarded will score two points, while the boy or girl living in Polk county will receive 10 points for similar service. The advantage enjoyed in the sale of tickets by the contestants residing in the city or town will be offset by the opportunity afforded others for securing exhibits in the rural districts.

Better Babies Contest.
The Better Babies contest will be a novelty and an innovation for North Carolina after most successful experience is awarded will score two points, while the boy or girl living in Polk county will receive 10 points for similar service. The advantage enjoyed in the sale of tickets by the contestants residing in the city or town will be offset by the opportunity afforded others for securing exhibits in the rural districts.

In addition to the above, one or more scholarships will be awarded for the highest degree of neatness; accuracy in classification of exhibits; and composition, spelling, punctuation and penmanship in connection with the reports to and correspondence with the Secretary of the Fair association during the contest.

The scholarships will be given for merits in other parts of the country. In this contest the babies will be judged scientifically, not according to their beauty, but on a basis of physical and mental excellence. The State Board of Agriculture at its last meeting appropriated a certain sum of money to promote the growing of better babies in this State. The State Board of Health is vitally interested in the work and is considering the question of co-operating with the Fair association in the Better Babies contest. The Woman's Home Companion has taken great interest in the Better Babies contest features of fairs in different parts of the country and is now corresponding with the management of the Western North Carolina Fair in regard to offering valuable prizes for the advantage of the people of this section. The Home Circle Department of the Progressive Farmer is taking an active interest in the work. The contest will be held under the auspices of the Health Department of Asheville. The details will be arranged and carried out by physicians familiar with the diseases of children and the examination will cover questions of height, weight, circumference of chest and abdomen, symmetry, quality of skin and fat, muscular development, condition of scalp, teeth and throat; in fact, every point on the anatomy of the would-be prize-winners in which weakness or disease might lurk. The psychological examinations will cover energy, attention, disposition, ocular and facial expressions, etc. The examinations will be made along scientific lines and with all possible respect for the dignity of the parents and the safety and comfort of the children. The weak points found in the examination of children are pointed out to the fond parents, who are anxious to learn more about raising the standard of child life, which subject has been neglected in some instances through inattentiveness or in the eager desire for further knowledge pertaining to the dumb brutes, which class has been holding partial attention heretofore on the fair grounds.

The great value of the contest lies in the opportunity given parents to see a scientific, honest comparison between children of the same age and with practically the same environment and opportunities for physical development. Here may be studied the effects of different methods of feeding, sleeping, outdoor life and other interesting subjects, all of which more or less have to do with child development.

Considerable interest has been aroused in this contest since the management of the Fair announced that it would be inaugurated and many thoughtful mothers have expressed their intention of entering their baby.

Pleasing Amusements.
The management of the fair is planning to give its patrons something interesting and helpful in the way of amusements, with the view of prohibiting anything bordering on vulgarity or indecency. The amusement features will be designed to please the most

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